

2016 IDENTITY & DESIGN GUIDELINES





Natural
Resources
Conservation
Service

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THE NRCS BRAND OVERVIEW

The following guidelines provide an overview of the new look and feel for USDA's Natural Resources Conservation Services (NRCS). The updated visual identity is rooted within the USDA Visual Standards. While it is very important to maintain the legacy and heritage that serves as its foundation, the NRCS updated visual identity clearly identifies this agency as a unique organization within the USDA agency structure. This guide is meant to help keep creative efforts focused and consistent while allowing for flexibility, creativity and growth.

To access these guidelines and the templates referenced, please contact:

Marketing xxx-xxxx email



NRCS Brand Guidelines | September 2016

BRAND ELEMENTS OVERVIEW

The NRCS identity is a combination of multiple integrated components. Unless specifically addressed in the guidelines, all components must be present when using the NRCS identity.

The NRCS identity is rooted in the USDA Visual Standards Guide.

Each design template is created in a grid format to allow for use of different images in the designated spaces. This will ensure uniformity of design while allowing for flexibility.

Use and placement of the Equal Employment Opportunity (EEO) Statement

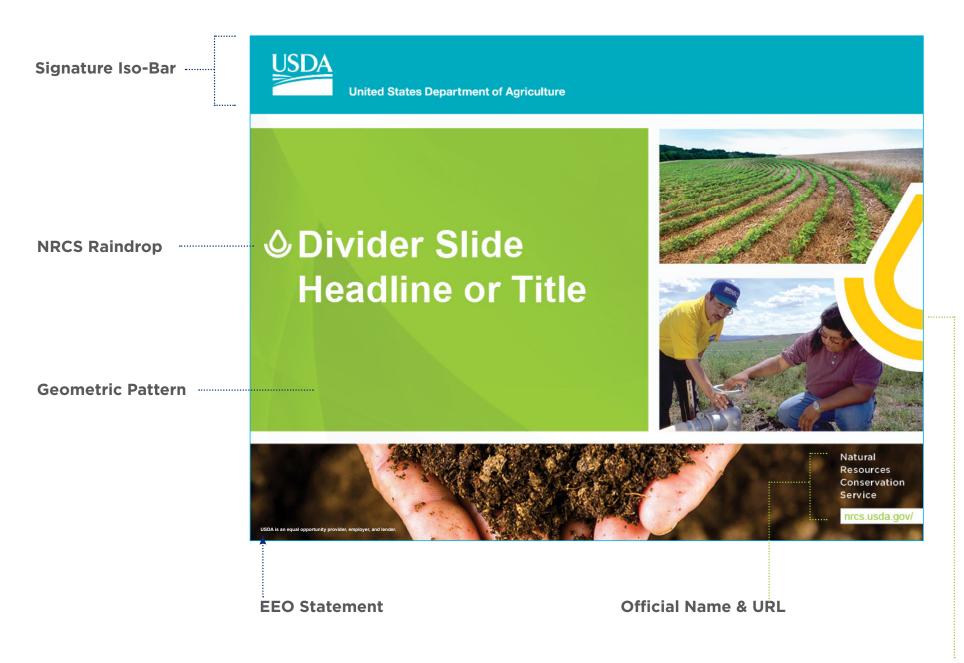
The official language should read: "USDA is an equal opportunity provider, employer, and lender."

The EEO statement should appear on all external communications documents in a font size no smaller than 8pt. and in a unobtrusive place.

On longer pieces, such as reports and booklets, the statement can appear on the last page, in a corner along the bottom.

On single-page designs and exhibits, the EEO statement should be placed in a corner along the bottom.

Example: PowerPoint template with primary palette



Raindrop Design Element

BRAND ELEMENTS USE

Signature Lock-up and Iso-Bar

Signature Lock-up

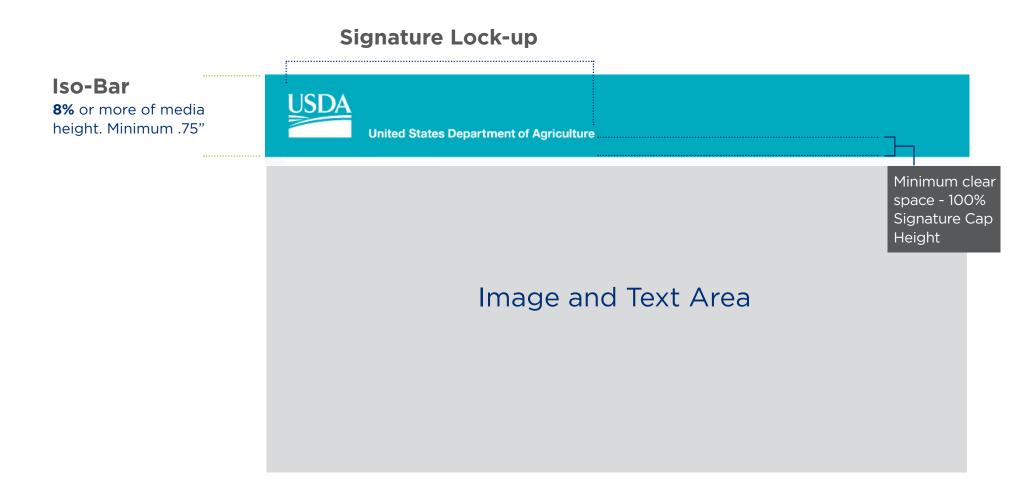
Only use Signature Lockups supplied by USDA's Office of Communications. Any substitution of fonts on Signature Lockups is unacceptable. Do not attempt to create Signature Lockups in any manner.

Signature Iso-Bar

A Signature Iso-Bar shall be used on all visual communications media and products to provide a clean, consistent background area and position for the Signature Lockup. All acceptable versions of the Signature Lockup can be used within the Iso-Bar. No images, gradations or other graphics can appear within the Iso-Bar. All other types of visual elements, images and content can fall below the Iso-Bar as defined on the templates.

For further explanation about the use of the USDA logo and Signature Iso-Bar, please refer to the USDA Visual Standards Guide.

Iso-Bar Proportions and Signature placement



BRAND ELEMENTS USE

NRCS Identifier

The NRCS Identifier is a common block of text as shown to the right, which should appear on every NRCS communication material. It includes the complete name spelled out and stacked vertically, the URL in a color block below the name, and, when required, the U.S. State office name above the Official Name.

State Office Identifier

The State office name can be added in the editable portion above the official name when necessary and can also be removed if not required.

Official Name

The complete name of NRCS is spelled out and stacked as shown to the right. The color of the text should always be the NRCS green when set on a lighter or white background. If the name appears on a dark background, the name can be reversed to white. Only the color of the name can be edited on the template.

URL

The common URL is set in a solid block of NRCS green below the official name. The URL should not be edited or removed.

[State Name Here]

Natural
Resources
Conservation
Service

nrcs.usda.gov/

BRAND ELEMENTS USE

NRCS Raindrop

The NRCS Raindrop is a proprietary decorative element and not to be used as a 'logo.' In the branded templates, the raindrop appears in a variety of ways.

The complete drop can only be used as shown on the templates. It should never appear along side the official name.

The templates have been created with multiple color palette options, therefore the color of the raindrop should not be altered within the template once the palette has been selected.

For further information on how to use the NRCS Raindrop, please refer to "NRCS Acceptable Raindrop Usage" document.

Geometric background

The geometric pattern serves as a background within the NRCS templates. It is a pattern that can be placed over any of the colors to provide texture and visual interest to the overall design. The pattern is unique to NRCS and is encouraged to use to add depth to the material design.



MISUSE OF DESIGN ELEMENTS

Adoption and use of the brand identity is mandatory for all NRCS offices. Follow the guidelines in this document to ensure the brand elements are always displayed correctly.

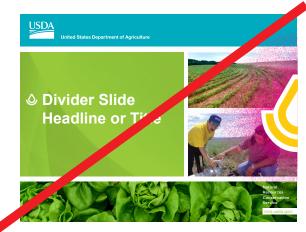
The following are examples of unacceptable ways of using the NRCS branded templates.



Do NOT use unapproved colors



Do NOT distort or alter the shape



Do NOT add special effects



Do NOT tilt or rotate brand elements



Do NOT layer text over any brand elements



Do NOT modify or create alternate versions of the brand elements



Do NOT alter or add lettering in the name or brand elements, use the designated areas only

COLOR PALETTE

The color palette ensures visual consistency and gives the NRCS brand a unique presence and identity. Consistent use of color will help reinforce the NRCS brand. Use the color values indicated to ensure accurate representation.

Four color combinations have been provided that ensure the best legibility and contrast. Offices may choose any of these combinations to create materials. This offers flexibility and variety in creating documents. Each color combination contains at least two colors from the primary palette.

Example of Use of Primary Color Palette



APPROVED COLOR COMBINATIONS

The approved color combinations are shown to the right. The colors should be used only in the combinations shown in order to maintain brand consistency and the correct level of contrast.

> For example, the NRCS yellow should not be used in the Iso-Bar in order to maintain the appropriate level of contrast.

The alternate uses of color allows for greater flexibility and design options to better display subject matter or to give regional diversity.

PowerPoint examples using the alternate color combinations



COLOR PALETTE

Primary Colors

The primary colors ensure visual consistency and give the NRCS brand a unique presence and identity. Consistent use of color will help reinforce the NRCS brand.

The primary colors are used to create the four color combinations. In some instances, a secondary color has also been used to offer variety.

Secondary Colors

Secondary colors can be used in combination with the primary colors to enrich and add depth to materials. For example, use in charts, call outs, graphs or other graphic elements where emphasis is necessary.

Color Tints

The NRCS brand is optimistic, bold and vibrant.
Tints of colors should only be used sparingly.
An acceptable use of color tint would be for charts and graphs.

To ensure accurate color representation, follow these guidelines for color usage:

For print applications,

use the CMYK color values indicated.
Use Pantone® color (spot) when the use of color is limited or specified.

For presentation (PowerPoint) or word processing (Word) applications, use the RGB color values indicated.

For website applications, use the Hex color values.

NRCS Primary Color Palette

NRCS Green

PMS 368

CMYK 45 0 100 0

RGB 154 202 60

Hex # 9ACA3C

NRCS Blue

PMS 7466

CMYK 100 0 28 0

RGB 0 171 192

Hex # 00ABC0

NRCS Gold

PMS 1225

CMYK 0 20 99 0

RGB 255 203 11

Hex # FFCB0B

NRCS Secondary Color Palette

USDA Blue

PMS 288

CMYK 100 65 0 30

RGB 0 44 118

Hex # 000066

NRCS Brown

PMS 7568 CMYK 15 51 60 47 RGB 130 85 63 Hex # 82553F

NRCS Gray

PMS 425

CMYK 0 0 0 80

RGB 88 89 91

Hex # 5855B

11

TYPOGRAPHY

Our font family is Gotham.

This font family has been selected for its warm and friendly look and clear legibility. Gotham includes a full range of weights and widths. The numerous cuts and weights can be used to bring depth and personality to all NRCS communications.

Primary use would be Gotham Book for body text and Gotham Bold for headlines.

The designated typefaces are used to create a consistent brand image across all communications.

Gotham is a licensed font and can be purchased for commercial use at typography.com

Light

Light Italic

Book

Book Italic

Medium

Medium Italic

Bold

Bold Italic

Black

Black Italic

Primary Weights

Gotham Book ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Gotham Book Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz Gotham Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Gotham Bold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY

Secondary Fonts

When the preferred fonts are unavailable, or for online and digital applications, the default system fonts are Times New Roman or Arial. This includes PowerPoint presentations and Word applications.

(Reports, letters, etc.)

Print Use

Times New Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Alternate Use

Arial Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Arial Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Times New Roman Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Arial Bold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

USING BRAND TEMPLATES

There are various pieces of branded collateral to maintain a consistent visual look and feel and to better establish and maintain the brand identity across communications channels.

> Each template is editable and can be customized for each topic or subject matter. There are also options for varying headline lengths, adding images, etc. The templates use a design grid that is flexible and easy to modify.

On page 10, there are alternate combinations of the color palette that provide a wide range of options for material design.

On the templates, magenta colored areas are intended to be replaced with images.

Branded materials using the preferred palette



Title of Presentation

PowerPoint Cover

Title of the **Brochure Here**







PA-2016 Natural Resources Service

Fact sheet

Title of **Fact Sheet**



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USDA is an equal opportunity provider and employer. PA-2016 • April 2016

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Natural Resources Conservation Service

Conservation

Brochure

USING BRAND TEMPLATES: POWERPOINT

Each PowerPoint template is easily editable on the master slides (View > Master > Slide Master).

Two cover options have been provided to accommodate various headline lengths. They can also be used as divider slides.

The templates contain editable text boxes and predefined image areas to add photos or other imagery that is appropriate for each content topic.

Imagery can be updated on the master slides. Directions on how to change an image are included in the templates.

Primary design elements are locked within the template and should not be moved or resized in order to maintain brand consistency.

There are four color combinations as defined on page 10. The templates

Cover Option 1 - Preferred Palette

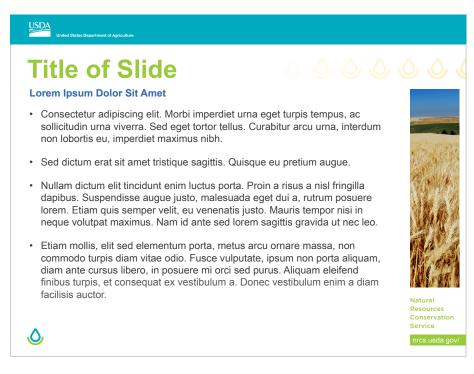


Cover Option 2 - Preferred Palette



15

Interior slide - **Preferred Palette**



USING BRAND TEMPLATES: FACT SHEETS

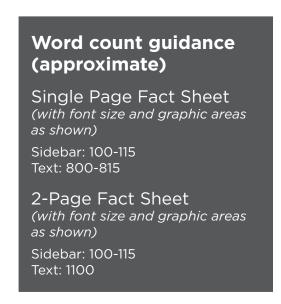
Each fact sheet template is easily editable and available in a variety of options:

- Single-page standard title length
 - Two-page standard title length
 - Single-page long title length
 - Two-page long title length

Each template is set up as a grid with clearly defined columns. They can be customized further with your choice of images in the predefined areas or you can add additional images within the column areas. If you wish to use a larger image, use a two column width.

There are four color combinations as defined on page 10. The templates are available as Adobe InDesign and Microsoft Word files.

Magenta boxes indicate image areas.



Single-page fact sheet, standard length title using the primary color palette.



Two-page fact sheet, standard length title using the primary color palette.



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nsert Image Her 1.75" x 8.5"

[State Name Here] Natural Resources Conservation Service

USDA is an equal opportunity provider and employer. [State Abbr.-Year] • [Month Year]

USING BRAND TEMPLATES: TRI-FOLD BROCHURES

Each tri-fold brochure template is easily editable and available in two options:

Standard title lengthLong title length

Each template is set up as a grid with clearly defined columns. The template can then be customized further with your choice of images in the predefined areas. Images should stay within the pre defined sizes, however can be moved within the column to align correctly with corresponding text. Image areas can also be deleted if they are not necessary.

There are four color combinations as defined on page 10. The templates are available as Adobe InDesign and Microsoft Word files.

Magenta boxes indicate image areas.

Word count guidance

(approximate with font size and graphic areas as shown)

Long title: 9

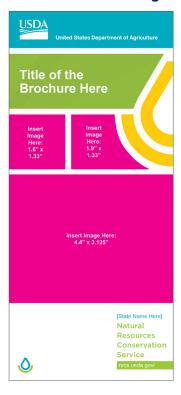
Short title: 4-5

Quote/Intro: 34

Body text: 600

Brochure Template Options

Cover - Standard Length Title



Cover - Long Length Title



Inside Spread

Headline of brochure here

Brochure sub headline here

Insert Image Here: 4.25" x 1.75"

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Caption here with description of photo

Insert Image Here:
4.25" x 1.6"

Fold-in Panel

Caption here with description of photo

Insert Image Here:
4.25" x 1.6"

Quote or Intro Text
Lorem ipsum dolor
sit amet, consectetur
adipiscing elit.
Vestibulum non libero
eu risus molestie
vestibulum. Cras
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cursus ipsum nec
elementum.

Back Cover

USDA is an equal opportunity provider and employer.

[State Abbr.-Year] • [Month Year]

Insert Image Here:
1.5" x 1.25"

Insert Image Here:
4.3" x 3.375"



USING BRAND TEMPLATES: REPORTS

The report template has four page options that include a series of interchangeable elements.

Each template is set up as a grid with clearly defined columns. They can be customized further with your choice of images in the predefined areas. You can also add additional images within the column areas.

There are four color combinations as defined on page 10. The templates are available as Adobe InDesign and Microsoft word files.

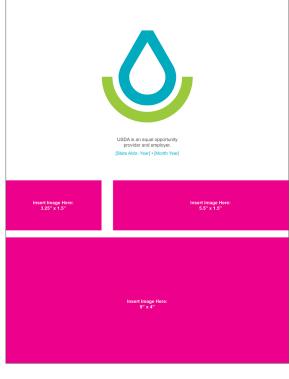
Magenta boxes indicate image areas.

Report Cover Template



Various Report Page Templates with Interchangeable Graphic Elements





USING BRAND TEMPLATES: DISPLAY & BANNER

The display and banner options include a standard 10' display backdrop and a pull up banner.

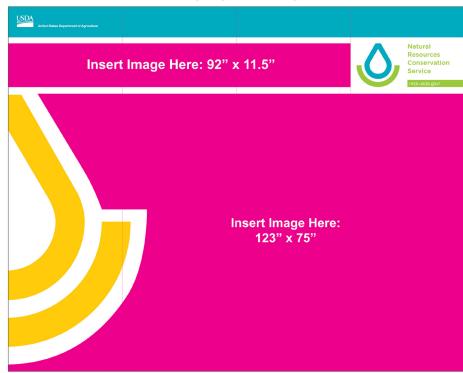
The template can be customized with your choice of images in the predefined areas. Images should stay within the pre defined sizes.

There are four color combinations as defined on page 10. The templates are available as Adobe InDesign and Adobe Illustrator files.

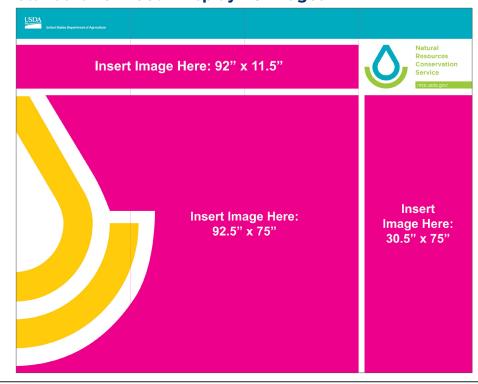
The dimensions of the display and banner templates can be customized according the individual manufacturer specifications.

Magenta boxes indicate image areas.

Standard 10' Booth Display - 2 images



Standard 10' Booth Display - 3 images



Standard Pull-up Banner Display

